

# THE MISSOURIAN'S BIG CONTEST

## Two Lombard Pianos Free.

ALSO TWENTY-SIX OTHER AWARDS, MAKING A TOTAL OF ABOUT \$5,000 IN PRIZES.  
Contest starts Friday, July 1, 1910. Contest closes Saturday, September 3, 1910

**\$475 LOMBARD PIANO FREE**  
**\$375 LOMBARD PIANO FREE**  
TO THE MOST POPULAR LADIES.



**LOMBARD—NEW STYLE K—(Artistic.) PRICE \$475**  
THE PIANO WITH THE SWEETEST TONE.

Perfect Scale, Improved Action and French Finish.  
Veneered in the Finest Mahogany, Oak or Walnut.

This beautiful and exquisitely artistic case is double veneered, the interior being lined with polished bird's-eye maple. It has empire top—the entire top rising. Round, Boston fall board to conform with the ends. Full extension swing music desk, automatic action, handsome raised center piece. Scale 7/8 octaves, 88 keys, white keys capped with finest ivory, genuine ebony sharps. Superb gold bronze plate of tested bell metal. Fine heavy lamb's wool felt hammers, and our special French repeating action equipped with self-adjustable brass flange, and carefully adjusted and balanced for fine effects. Imported tested steel strings, the best ever made, and full copper wound. Nickel plated tuning pins. Three pedals, center pedal operating muffle-bar for practice purposes or fine musical effects. Sound board of tested Vermont spruce, fully warranted. Five ply pin block with bird's-eye maple veneered face. Back braced with six hard-wood posts, giving strength and rigidity. Height 4 ft. 9 in. Length 5 ft. 1 in. Depth 2 ft. 4 in. Weight 1000 pounds, boxed.

The beautiful design and veneers of this case stamp it truly artistic and splendid. It is very heavy, as it is very massive, built to stand the greatest strain from the tension of the steel strings. The workmanship is of the very highest order. Extra varnish work, extra hand rubbing, extra care in every detail, making this piano an art creation. The tone is brilliant, large, strong, full and very rich. It is a big piano and a big tone—big, deep and grand.

A stool, handsome scarf and instruction book with each piano.

Our readers and subscribers will be asked to decide by their votes who are the most popular ladies in this section. Hundreds of dollars worth of other prizes. Later we will tell all about it and give full rules and instructions.

Any lady can compete for this Grand Piano and hundreds of dollars worth of other prizes. Send in your name or that of your friend. Use the attached blank form to suggest a lady contestant, which will give her 1000 votes. Send the name of any popular lady. We want all our readers to make suggestions.

CONTEST STARTS FRIDAY, JULY 1.

### MISSOURIAN CONTEST NOMINATION BALLOT GOOD FOR 1000 VOTES.

#### CONTEST DEPARTMENT

I nominate the following lady as a candidate for a Piano in your Ladies' Popular Voting Contest.

NAME.....  
ADDRESS.....  
ST. or R. F. D. No.....  
MY NAME IS.....  
MY ADDRESS IS.....  
DATE..... HOUR.....

IMPORTANT, READ THIS. Only one nominating ballot can be voted for one person. Under no circumstances will the name of any one making a nomination be divulged.

### FREE VOTE COUPON.

GOOD FOR TEN VOTES

in the

Missourian Popularity Contest

FOR.....  
If voted on or before July 8, 1910.

### Rules and Regulations Governing Contest.

1. This Piano and Popular Voting Contest will be conducted on strictly honest, business principles, with perfect justice and fairness to all concerned. No one in this office or connected with this paper will be allowed to compete.
2. The territory covered by this contest shall consist of two districts. The district known as District No. 1 shall comprise all territory within the city limits of the city of Columbia. District No. 2 will include all territory not in District No. 1.
3. The \$475.00 Lombard Piano will be given as a Grand Prize regardless of districts. The lady receiving the highest total number of votes will receive the elegant Grand Prize Lombard Piano which will be on display at the Missouriian office.
4. One \$375.00 Lombard Piano will be awarded to the highest contestant in the district not receiving the Grand Prize \$475.00 Lombard Piano. For instance if the \$475.00 Piano was awarded to a contestant in District No. 2, the \$375.00 Piano would be awarded to the highest Contestant in District No. 1.
5. In all there will be 28 awards at the close of the contest, besides many special prizes from time to time during its progress. The first two awards are pianos. The next twenty-six awards will be payments on Lombard pianos and merchant's prizes, which will all be given regardless of districts. The third highest contestant shall receive a payment on a Lombard Piano for \$225 and first choice of the merchant's prizes announced. The fourth highest a \$225 payment on a Lombard Piano and second choice of the merchant's prizes. The next highest a payment for \$215, and third choice of the merchant's prizes, and so on, in order; each contestant getting a payment \$5.00 less, and also her choice of the merchant's prizes until they are disposed of, until \$100. is reached. As stated before each of the 26 highest contestants not winners of pianos, shall receive as part of their award a payment on a Lombard Piano amounting to \$100, or more. The winners of these piano payments may apply them for their full face value on the price of any new Lombard Piano, paying the balance of the price of such piano by cash or on easy monthly or quarterly payments.
6. Any lady is eligible to compete. The most popular lady is the one who shall receive the most votes, and she will be awarded the beautiful upright Lombard Piano.
7. How to obtain votes. Subscriptions will bring the largest number of votes, see vote schedule elsewhere in this ad.
8. A coupon will be printed in this paper from time to time which counts 10 votes if voted by date thereon.
9. The merchants announced give 20 votes with each \$1 cash purchase, or \$1 paid on account.
10. No increase or change whatever will be made in the schedule of votes. A subscription counts just as much first as last.
11. Votes once deposited in the ballot box cannot be transferred to another party.
12. Postmaster's and agent's commissions are to be suspended during the contest.
13. Special prizes will be awarded from time to time for special work.
14. Make up your mind who you want to vote for before coming to the office as the MISSOURIAN will not decide the matter for you.
15. Contestants should keep a list of their votes turned in each day and see that the published figures verify it.
16. An Awarding Committee of three of our business men will be appointed to make final count and distribution of prizes.
17. The contest will positively close on Saturday, September 3, 1910 at 10 o'clock p. m. On Tuesday, August 29, the three contest judges, to be announced later, will carefully look and seal the ballot box. The voting will continue until the closing date when the awarding committee will take charge and make the final count.
18. During the last five days, if secrecy in voting is desired, place your cash subscription, together with your votes and coupons in a sealed envelope and deposit in the ballot box. Envelopes and subscription blanks will be furnished for this purpose. The strict compliance with these rules guarantees a fair and square deal to all concerned.
19. Contestants who enter this contest thereby bind themselves to abide by the rules and forfeit all rights to participate in the awards if they talk disparagingly of the judges or managers of this contest, or attempt to bring the contest into disrepute. In all disputes the decision of the contest manager shall be final.
20. All prizes are put on display for the examination of the contestants and all complaints about them must be made BEFORE and not AFTER they are awarded.

### MISSOURIAN'S POPULARITY CONTEST VOTE SCHEDULE.

Read Carefully.

Missourian by Carrier in Columbia.		
3 months	\$1.00	500 votes
6 months	2.00	1200 votes
9 months	3.00	2,500 votes
12 months	4.00	4,100 votes
2 years	8.00	9,800 votes
3 years	12.00	15,100 votes
4 years	16.00	18,800 votes
5 years	20.00	23,300 votes
10 years	40.00	52,700 votes
15 years	60.00	82,400 votes
20 years	80.00	107,500 votes
25 years	100.00	135,000 votes
Missourian By Mail.		
4 months	\$1.00	500 votes
6 months	1.50	900 votes
9 months	2.25	1,650 votes
12 months	3.00	2,500 votes
2 years	6.00	7,200 votes
3 years	9.00	12,000 votes
4 years	12.00	15,100 votes
5 years	15.00	18,800 votes
10 years	30.00	39,400 votes
15 years	45.00	61,300 votes

### LIST OF MERCHANTS' PRIZES:

- One Hoosier Kitchen Cabinet, valued at \$27.50, given by  
Parker Furniture Co.  
\$15.00 Grip, Trunk or Merchandise to be given by  
S & B Clothing Co.  
\$20.00 in Merchandise to be given by  
W. B. Nowell, Grocer.  
One Ladies' Suit or Dress, valued at \$10.00, given by  
Branham-Hinkle Co.  
Two Pairs Ladies' Shoes, valued at \$10.00, given by  
C. B. Miller, Shoes.  
One \$10.00 Kodak given by  
Hatton & Knight, "Drug Shop."  
\$10.00 Electrolier with Art Shade, given by  
F. A. Henninger, Jeweler.

20 years 60.00 135,000 votes  
25 years 75.00 165,000 votes  
The above applies either on new subscriptions, renewals, or back payments on subscriptions.  
All Ballots to be Deposited in the Ballot Box at the Missouriian Office.  
The merchants of Columbia have joined with the Missouriian in this mammoth popularity contest now

starting. When you purchase a dollar's worth of goods from any of these stores in the contest, be sure and ask for your coupon as every \$1.00 spent entitles you to a coupon good for twenty votes.  
THE RULES AND REGULATIONS state fully just how the contest will be conducted, and everybody should read them carefully.

### FIRST SPECIAL PERIOD

Starts July 1st—Closes July 16th

To each contestant bringing in the sum of \$10 in subscriptions, either new, renewals, or delinquents, we will give a beautiful solid gold ring, brooch, or back comb. The votes received for these prize winning subscriptions apply toward the pianos and other prizes.

CALL AND SEE THEM

## NOMINATIONS COMING IN STEADILY EVERY DAY

Many Ladies Anxious to Enter the Big Race for Prizes--Nominate Your Lady Friends Today and Let Them Get an Early Start.

Time is flying. July 16 will soon be here and every contestant in the Missouriian contest should start working at once so as to take advantage of the free special offer of your choice of beautiful solid gold rings, brooches, or back-combs for \$10 in subscriptions turned in before the above date. It makes no difference whether they are new, renewals, or delinquents. They will all count toward the special prizes and give the same number of votes. Just so your subscriptions total \$10 or over, you are entitled to your choice of the special jewelry prizes.

Read the large announcement in today's issue carefully and see what a large number of prizes we offer you at the close of the contest, September 3. Truly the list is an attractive one, and any of the presents enumerated are well worth the efforts of any contestant. The two handsome pianos, of course, are the chief prizes, but if you fail to win one of these, there are plenty of other valuable and beautiful awards to pay you for the small amount of labor involved in securing votes.

Be sure and clip the ten-vote coupon from the paper and drop in the ballot box at the Missouriian office, as it will help you favorite candidate in the race for prizes.

Watch the paper closely for important notices in regard to the progress

of the contest. In a few days we will publish the names of the contestants and their standings, will be changed from time to time as the balloting increases.

Call on us for information. Some one is on duty in the Contest Department of the Missouriian, from 8 a. m. to 6 p. m. every day, and we will be pleased to be of service to you. If you cannot conveniently call, just drop us a line or ring us up on the phone. Get your receipt book and start working right now. Do not put it off a single day. Remember that an early start helps you a lot, as all the subscriptions and votes you secure now means just that much less work for you at the close of the contest.

If you have not as yet nominated some out-spending young lady be sure and do so immediately. She will appreciate your interest in her.

All candidates and their friend should come to the Contest Department of the Missouriian on North 8th street and have a look at the beautiful premiums we offer EVERY lady who secures subscriptions to the amount of \$10 or over.

GET AN EARLY START—BEGIN AT ONCE. HAVE YOUR FRIENDS SAVE MERCHANTS' 20 VOTE COUPONS AND THE FREE TEN VOTE COUPONS FOR YOU. THEY WILL BE GLAD TO DO IT.

### CLASSIFIED ADS.

FOR TRADE—A NEW 6 ROOM house, water, granitoid basement; for vacant lot or larger modern house. See A. J. Graff.

FOR SALE—A NEW SIX ROOM house, 3 rooms, hall and pantry below; 2 rooms and bath above. 6 lots each 66x200. Price \$2,100. See W. H. Goldsberry, room 403-4 Ex. Bank Bldg. Phone 578 Black.

WANTED—WE WANT TO WRITE your Tornado Insurance. Phone for rates. Butterfield & Belcher, Columbia, Mo.

FOR SALE—9-ROOM MODERN house; granitoid basement; large lot; one block from University; \$1,200 5-room modern house granitoid basement; good lot; close in; price \$2,500. J. H. Goldsberry. Phone 578 Black. 403-4 Exchange bank.

### Plumbing

### Perfection.

Standard Porcelain Enameled Ware and our own good name for doing high class work insure you PLUMBING of high character.

Get the habit of calling 600 black, when you want Plumbing done.

### KING BROS.

PLUMBING AND HEATING.  
813 Walnut Street.

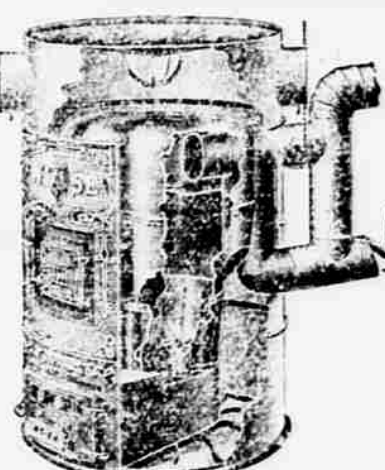
### WISE PEOPLE BUY

### WISE FURNACES

Be wise and buy a "WISE."

Green & McDonnell  
102 North 8th St.

If you are thinking about putting in a furnace give us a chance to tell you about the "Wise"



ADDRESS ALL COMMUNICATIONS TO  
**CONTEST MANAGER, THE MISSOURIAN,**  
Columbia, - - Missouri.